



# Orange High School

## Stage 4

Subject: English

Year: 8

### Media and Me – Assessment Task

#### Assessment Outline:

##### **Part 1 – 10 Marks**

You are to create a visual text that creates awareness among a teenage audience about ONE positive or negative aspect of social media. Some possible ideas...

<b>POSITIVE</b>	<b>NEGATIVE</b>
Connecting people	Cyberbullying
Raising awareness of social issues	Effects on mental health
Linking with support groups	Body image
	Privacy

You are to present your awareness campaign in the form of a visual text (poster, advertisement, picture book, short film, documentary, etc.) that utilises a range of visual and language techniques to create awareness about your chosen issue.

##### **Part 2 – 10 Marks**

In class, you will be asked to write a reflection (no longer than 1 page) in which you evaluate the effectiveness of the visual and language techniques you used to create awareness about your chosen social media issue.

#### Weighting:

**Date Given: Week 5, Term 3**

**Due Date: Week 8, Term 3**

#### Outcomes Assessed:

**EN4-2A effectively uses a widening range of processes, skills, strategies and knowledge for responding to and composing texts in different media and technologies**

**EN4-3B uses and describes language forms, features and structures of texts appropriate to a range of purposes, audiences and contexts**

**EN4-5C thinks imaginatively, creatively, interpretively and critically about information and increasingly complex ideas and arguments to respond to and compose texts**

#### Non-completion of Task:

If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. **Failure to follow the above procedures may result in a zero award.**

#### Plagiarism

**Please Note:** that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

<b>Social Media Campaign Visual Text</b>	<b>A Sophisticated</b>	<b>B Developed</b>	<b>C Sound</b>	<b>D Developing</b>	<b>E Limited</b>
Understanding of purpose and audience	Creates an outstanding visual text with the purpose of creating awareness for a teenage audience about an issue associated with social media. 5	Creates an effective visual text with the purpose of creating an awareness campaign for a teenage audience about an issue associated with social media. 4	Creates a sound visual text with some ties to the purpose of creating an awareness campaign. May/may not have created text with a teenage audience in mind. 3	Creates a limited visual text with little ties to the purpose of creating an awareness campaign about a social media issue for a teenage audience. 2	Little, if any, reference to the purpose of creating an awareness campaign for a teenage audience. 1
Use of visual and language features to create awareness about chosen social media issue.	Sophisticated use of a range of visual and language features to create awareness about chosen social media issue. 5	Developed use of a range of visual and language features to create awareness about chosen social media issue. 4	Sound use of visual and language features with the intent of creating awareness about chosen social media issue. 3	Limited use of visual and language features with the intent of creating awareness about chosen social media issue. 2	Little, if any, use of visual and language features. 1
Analysis of visual text and the way in which it creates awareness about issues associated with social media.	A deep analysis or three or more visual and language techniques used to effectively to create awareness about a chosen social media issue. 5	An effective analysis of at least two visual and language techniques used to create awareness about a chosen social media issue. 4	Attempted analysis of at least two techniques, or good analysis of one technique, that creates awareness about a chosen social media issue. 3	Some reference to techniques. May be inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue. 2	Limited to no reference to techniques. May just be a retell/summary of the visual text. 1
Control of language including spelling, punctuation, tense, etc. to reflect upon effectiveness of visual text.	Sophisticated language use- consistent spelling, punctuation and other grammatical features. 5	Well-developed language use- some minor issues in spelling, punctuation and other grammatical features. 4	Sound language use- some areas may be underdeveloped. 3	Variable use of language- increasing issues with language, may be focused on one or more areas. 2	Inconsistent use of language across multiple areas which dramatically impedes meaning. 1